



JOSH

JOSH MANDEL

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM
Market: Cincinnati Flight End Date: 10/30/12 4:59:00 AM

67949

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
						10/24	10/25	10/26	10/27	10/28	10/29	10/30	
WKRC-TV													
18	MTuWThF 5:30a-6:00a P3 GD MRN CIN@530	EM	\$250.00	\$212.50	30	1	1	1	0	0	1	1	5
19	MTuWThF 6:00a-6:30a P3 GD MRN CINN@6	EM	\$325.00	\$276.25	30	1	1	1	0	0	1	1	5
20	MTuWThF 6:30a-7:00a P3 GD MRN CINN@6	EM	\$325.00	\$276.25	30	1	1	1	0	0	1	1	5
21	Sa 6:00a-7:00a P3 LOCAL12NW-SA 6	WK	\$150.00	\$127.50	30	0	0	0	1	0	0	0	1
22	Sa 7:00a-8:00a P3 LOCAL12NW-SA 7	WK	\$150.00	\$127.50	30	0	0	0	1	0	0	0	1
23	Sa 8:00a-10:00a P3 SAT ER SHW-CBS	WK	\$225.00	\$191.25	30	0	0	0	1	0	0	0	1
24	MTuWThF 12:00p-12:30p P3 LOCAL12 NWS-NN<	DT	\$350.00	\$297.50	30	1	1	1	0	0	1	1	5
25	Su 9:00a-9:30a P3 SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
26	Su 9:30a-10:00a P3 SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
27	Su 10:00a-10:30a P3 SUNDAY MRN-CBS	WK	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
28	Su 10:30a-11:00a P3 FACE NATN-CBS	WK	\$350.00	\$297.50	30	0	0	0	0	1	0	0	1

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WKRC-TV													
12 29	MTuWThF 5:00p-5:30p P2 LOCAL12 NEWS-5<	EN	\$850.00	\$722.50	30	1	1	1	0	0	1	1	5
13 30	MTuWThF 5:30p-6:00p P2 LOCAL12 NW-530<	EN	\$900.00	\$765.00	30	1	1	1	0	0	1	1	5
14 31	MTuWThF 6:00p-6:30p P2 LOCAL12 NEWS-6<	EN	\$1,200.00	\$1,020.00	30	1	1	1	0	0	1	1	5
15 32	Sa 12:30p-3:30p P3 BIG EAST FBALL	EN	\$750.00	\$637.50	30	0	0	0	1	0	0	0	1
16 33	Su 6:30p-7:00p P3 NEWS	EN	\$450.00	\$382.50	30	0	0	0	0	1	0	0	1
17 34	MTuWThF 7:30p-8:00p P3 ENT TONIGHT 30	PA	\$400.00	\$340.00	30	1	1	1	0	0	1	1	5
18 35	Sa 7:00p-8:00p P3 ET WEEKEND	PA	\$350.00	\$297.50	30	0	0	0	1	0	0	0	1
19 36	MTuWThF 11:00p-11:35p P3 LATE NEWS	LN	\$1,100.00	\$935.00	30	1	1	1	0	0	1	1	5
20 37	Sa 11:00p-11:35p P3 LATE NEWS	LN	\$1,100.00	\$935.00	30	0	0	0	1	0	0	0	1
21 38	Su 11:00p-11:35p P3 LATE NEWS	LN	\$1,100.00	\$935.00	30	0	0	0	0	1	0	0	1
22 39	Tu 8:00p-9:00p P3 NCIS-CBS	PT	\$3,500.00	\$2,975.00	30	0	0	0	0	0	0	1	1



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mkgd 10/24 Criminal Minds 3200 P3 Wed 9-10P														
WKRC-TV														
40	W 8:00p-9:00p SURVIVOR	PT	\$3,200.00	\$2,720.00	30	1	0	0	0	0	0	0	0	1
41	Th 8:00p-9:00p BIG BANG / 2 1/2 MEN	PT	\$3,800.00	\$3,230.00	30	0	1	0	0	0	0	0	0	1
42	Su 7:00p-8:00p 60 MINUTES	RT	\$3,000.00	\$2,550.00	30	0	0	0	0	1	0	0	0	1
43	Su 1:00p-4:00p NFL	WK	\$2,600.00	\$2,210.00	30	0	0	0	0	1	0	0	0	1
Total Spots:						10	10	9	6	8	9	10	62	
Total Cost:			\$50,575.00	\$42,988.75										
Total														
OCT 12			\$35,675.00	\$30,323.75										43
NOV 12			\$14,900.00	\$12,665.00										19

Signature: _____

Disclaimer:

Summary by Station/System

Date: 10/23/2012

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	62	\$50,575.00	100%	\$42,988.75	100%
Market Total:	62	\$50,575.00		\$42,988.75	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Tuesday, October 23, 2012 12:38 PM
To: Dienger, Whitney
Subject: Fwd: MKGD for TOMORROW PRIME: MANDEL

Sarah Jacobs
Local Sales Manager
WKRC Local 12
513/763-5672

Begin forwarded message:

From: Whitney Eversole <WEversole@strategicmediaplacement.com>
Date: October 23, 2012, 12:37:15 PM EDT
To: "Jacobs, Sarah" <SJacobs@local12.com>
Subject: Re: MKGD for TOMORROW PRIME: MANDEL

Ok

Sent from my iPhone

On Oct 23, 2012, at 12:26 PM, "Jacobs, Sarah" <SJacobs@local12.com> wrote:

Survivor N/A at \$3200 for tomorrow night.
Mkgd same rate in Criminal Minds tomorrow.
Please confirm.
SAJ

From: Whitney Eversole [<mailto:WEversole@strategicmediaplacement.com>]
Sent: Tuesday, October 23, 2012 12:14 PM
To: Jacobs, Sarah
Subject: MANDEL

10/23/2012

Attached is a buy for Josh Mandel that starts tomorrow. Traffic attached, spot was sent DG. Payment to follow....

Thanks, please confirm

Whitney Eversole

The Strategy Group for Media/Strategic Media Placement

7669 Stagers Loop Drive, Delaware, OH 43015

weversole@strategygroupmedia.com

O. 740-201-5530

M. 614-537-1390

The Gooding House

ORDER



Orders
Order / Rev: 67949
Alt Order #:
Product Desc: 3053 Us Senate
Estimate: 3053
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:

7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Josh Mandel fo Ohio US Senate
Demographic: HH
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	43	\$35,675.00	\$30,323.75	October 2012	43	\$35,675.00	\$30,323.75	0.00
10/29/12	10/30/12	19	\$14,900.00	\$12,665.00	November 2012	19	\$14,900.00	\$12,665.00	0.00
Totals						62	\$50,575.00	\$42,988.75	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$50,575.00
Market	100%	\$126,437.50

Competitive Share	Share	Total
EKRC	1%	\$1,264.38
UNKWN	59%	\$74,598.12
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/24/12	10/30/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/22/12	10/28/12	--111--	3	\$250.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$250.00	0.00								
N 2	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/22/12	10/28/12	--111--	3	\$325.00	0.00								
Week:		10/29/12	11/04/12	11-----	2	\$325.00	0.00								
N 3	WKRC	10/24/12	10/30/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	5	\$1,625.00

Advertiser: Josh Mandel fo Ohio US Senate

Product Desc: 3053 Us Senate

Local 12 WKRC-TV

10/24/12 - 10/30/12

Estimate: 3053

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a Good Morn Cincinnati	<u>Spots/Week</u> 3	<u>Rate</u> \$325.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 2	<u>Rate</u> \$325.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
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		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
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		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00								
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
		<u>Start Date</u> 10/27/12	<u>End Date</u> 10/28/12	6a-8a Local 12 News Sat	<u>Spots/Week</u> 1	<u>Rate</u> \$150.00	<u>Rating</u> 0.00							1	\$150.00
Week: 10/22/12 Week: 10/29/12	WKRC	<u>Start Date</</u>													

Order / Rev: 67949

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 3053 Us Senate

Local 12 WKRC-TV

Flight Dates: 10/24/12 - 10/30/12

Estimate: 3053

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WKRC	10/28/12	10/28/12	630p Local 12 News Sun 630p Local 12 News Sun	CM	630p-7p	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
N17	WKRC	10/24/12	10/30/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	--111--	3	\$400.00	0.00								
Week: 10/29/12		11/04/12	11/04/12	11-----	2	\$400.00	0.00								
N18	WKRC	10/27/12	10/27/12	Sa Prime Access Rotato Sa Prime Access	CM	7p-8p	-----1-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	-----1-	1	\$350.00	0.00								
N19	WKRC	10/24/12	10/30/12	11p M-F Local 12 News 11p M-F Local 12 News 11	CM	11p-1135p	11111--	:30	5	\$1,100.00	P-3	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	--111--	3	\$1,100.00	0.00								
Week: 10/29/12		11/04/12	11/04/12	11-----	2	\$1,100.00	0.00								
N20	WKRC	10/27/12	10/27/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	-----1-	1	\$1,100.00	0.00								
N21	WKRC	10/28/12	10/28/12	11p Sa-Su Local 12 Nws 11p Sa-Su Local 12 Nws 11	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	-----1	1	\$1,100.00	0.00								
N22	WKRC	10/30/12	10/30/12	Tue Reg 1 Tue Reg 1	CM	8p-9p	-1-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/29/12		11/04/12	11/04/12	-1-----	1	\$3,500.00	0.00								
N23	WKRC	10/24/12	10/24/12	Wed Reg 2 Wed Reg 2	CM	9p-10p	--1-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	--1-----	1	\$3,200.00	0.00								
N24	WKRC	10/25/12	10/25/12	Thu Reg 1 Thu Reg 1	CM	8p-9p	---1----	:30	1	\$3,800.00	P-3	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	---1----	1	\$3,800.00	0.00								
N25	WKRC	10/28/12	10/28/12	Sun Reg 1 Sun Reg 1	CM	7p-8p	-----1	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	-----1	1	\$3,000.00	0.00								
N26	WKRC	10/28/12	10/28/12	AFC Regular Season AFC Regular Season	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----1	:30	1	\$2,600.00	P-4	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	-----1	1	\$2,600.00	0.00								
													Totals	62	\$50,575.00